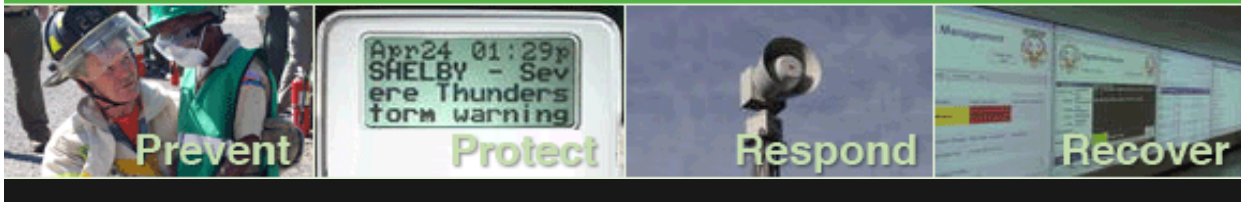


SHELBY COUNTY OFFICE OF PREPAREDNESS eNEWSLETTER



National Severe Weather Preparedness Week

The Shelby County Office of Preparedness, under the direction of Bob Nations, Jr., the National Weather Service and the Federal Emergency Management Agency invites you to become a “Force of Nature” during National Severe Weather Preparedness Week, March 3 – 9, 2013!

Follow these simple steps for you, your friends, neighbors, and co-workers to be ready for severe weather – any time of the year.

First, know your vulnerability. Learn what severe weather events are likely to happen here such as tornadoes, straight-line winds, lightning, hail, floods, snow, ice storms, and excessive heat. Know what to do when you hear the words “advisory, watch, and warning.”



Second, create a disaster kit to sustain you, your family and your pets for seven days. Make the kit portable in the case of evacuation.

Third, make a plan for each weather event. Identify safe shelter at home, work, and in the community. Practice getting to the “safe place” at a moment’s notice. Create a communications plan to call an out of state contact if you and your family are

separated. Program ICE (in case of emergency) contacts into your phone.

Fourth, stay informed by signing up for email and text message alerts

March
2013
Issue

from the National Weather Service, the Weather Channel, ALERT FM, and local television stations. Heed the outdoor warning sirens if they are activated other than testing times.

And finally, be a “buddy!” Create a safety network with those you care about. Citizens are more likely to take action if they receive watches and warnings from a trusted loved one. Don't forget to support those with special needs which include the vision and hearing impaired, the elderly, those who live alone, single parents, those with medical challenges, and those who are indigent, those without transportation, and those suffering with mental illnesses. Assist those in need with preparedness efforts before, during and after the event.

These special weeks are an excellent reminder about the importance of personal preparedness. Remember, severe weather can strike anytime, anywhere, with little warning. **Be a “Force of Nature” and be ready!**

Spring Forward!



Daylight Savings Time (DST) begins Sunday, March 10, 2013, at 2:00 a.m. as we “spring forward” and move our clocks ahead one hour.

The Shelby County Office of Preparedness reminds citizens to change the batteries in their smoke alarms and test them. Also, make sure you have a working ABC fire extinguisher for every floor of your home and one in the garage. Be sure you have a clear path into and out of every room in case quick exit or entry is needed in an emergency.

The beginning and end of DST is a great time to meet with your family, friends, and business associates to review your preparedness plans.

Tennessee Severe Weather Awareness Week Thank You!



Last month the Shelby County Office of Preparedness invited you, our “partners in preparedness,” to participate in the annual Tennessee Severe Weather Awareness Week events of February 17 – 22, 2013.

Individuals, families, schools, day care centers, hospitals, government agencies and businesses took part in the state-wide tornado drill on Wednesday, February 20, 2013 - practicing to seek shelter in a safe place.

The National Weather Service tested the NOAA All-Hazard Weather Radios with a test message regarding a simulated tornado.

Our agency conducted a communications drill with local, regional, and state emergency agencies by successfully passing a message up the line from county to county, then on to the state level to the Tennessee Emergency Management Agency.

Your continued interest and efforts to help keep us prepared is greatly appreciated!

“Super Tuesday” 5-Year Anniversary



It has been five years since the deadly “Super Tuesday” tornado outbreak ripped through Shelby County on February 5, 2008, taking the lives of nine citizens and destroying homes and businesses.

The National Weather Service (NWS) began issuing severe weather warnings days head of the event. On February 5, a tornado watch was issued. Super cells and thunderstorms formed, followed by a tornado warning. Sirens blared throughout Shelby County, giving citizens 23 minutes to seek shelter.

Hardest hit was the DSC Logistics Warehouse in Hickory Hill collapsing on top of three employees, killing them. A nearby Taco Bell was also destroyed.

These tornadoes also damaged Union University in Jackson, Tennessee. Over 70% of the student housing was destroyed with \$40 million of damages reported.

Jim Belles from the NWS commented on the emergency plans for Shelby County when he said, “Due to the weather warnings, school children were sent home early and many scheduled events were cancelled. Both decisions saved lives.”

In Tennessee, 31 citizens died and 150 others were injured.

Chamber Shakes Out!

By Eric Elam, Memphis Chamber Manager of Operations



Photo Caption: Eric Elam, standing, third row, far left, during Community Emergency Response Team training, led by Eugene Jones, Shelby County CERT Coordinator, kneeling, front row, third from left

On February 7, 2013, at 10:15, the annual Great Central "Shake Out" encouraged citizens, businesses, hospitals, day care centers, nursing homes, schools and churches to simultaneously practice the earthquake protection maneuver, "Drop, Cover, and Hold."

Many from Shelby County participated in this preparedness drill. One organization in particular, not only participated in the drill but went the extra mile in preparedness.

The Greater Memphis Chamber's entire staff participated in the Shake Out drill, led by their Director of Operations, Eric Elam.

Elam sent an email to all staff, located in their office building at 22 North

Front Street, downtown Memphis, which read that a 30 minute drill would start at 10:00 a.m. that day.

- At 10:00 a.m., everyone viewed a powerful five minute slideshow about the New Madrid fault, the dangers of earthquakes in Shelby County, and how to be safe in an earthquake.
- At 10:15 a.m., a bull horn siren was activated at the front desk. Everyone was instructed to "DROP, COVER, and HOLD!"
- At 10:20 a.m., the Chamber tested two forms of their emergency communications by group texting and by utilizing a pre-established toll free emergency information line for employees.
- At 10:30 a.m., a debriefing was held to assess how effective the drill was and how well the staff performed. The staff made recommendations and discussed ideas and opportunities for improvement.

According to Elam, the Chamber's Business Continuity Committee coordinated and supervised the 30 minute drill. The Shake Out, however, was not the Chamber's first experience in getting prepared for disasters.

The Chamber began their preparedness journey in recent years by simply deciding to get prepared.

They have since established a business continuity plan, trained their staff in emergency procedures, and now continuously test and revise their plans. Every year their staff is offered free training in First Aid, CPR, AED and Community Emergency Response Team (CERT) training.

Over half of their staff members have taken advantage of the CERT training from the Shelby County Office of Preparedness.

Elam has also followed up with taking a CERT "train-the- trainer" course in order to have a certified instructor within their organization.

Additionally, during the month of September, the Chamber participates in "National Preparedness Month" with an annual disaster drill to test their emergency plans. During that time, they also distribute information to Chamber member businesses through all their communication outlets to encourage business continuity preparation among other organizations.

Preparedness Outreach



Photo Caption: Jo Griffith, Shelby County Office of Preparedness Reserve, right and Curious George, left, greeting attendees at Windbridge Elementary.

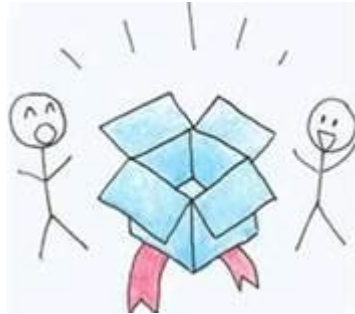
On Saturday, February 23, 2013, the Shelby County Office of Preparedness participated in the first session of the Windbridge Elementary School's Early Childhood Parent Learning Academy event.

Along with the Well Child Program, Houghton Mifflin Publishers, the Urban Child Institute, and several other agency representatives, Jo Griffith, Reserve from the Office of Preparedness, spent several hours speaking with young families and handing out preparedness literature.

Fun door prizes were given out during the day.

Over 50 families and 15 staff members attended.

Dropbox



Would you be ready to evacuate your home – leaving behind all of your possessions and personal papers – at a moment's notice? What would happen to your one-of-a-kind photos or your medical, financial and insurance documents? Before disaster strikes, organize your irreplaceable photographs, documents, and videos in “Dropbox.” This is a free file hosting service that offers cloud storage, file synchronization, and special client software. Your files are accessible through their website or mobile phone app. To find out more, visit: www.dropbox.com.

February 2013 Severe Weather



A severe thunderstorm warning was issued for Shelby County on February 18 at 7:35 p.m. A severe thunderstorm is a thunderstorm that must have one or more of the following: hail $\frac{3}{4}$ inches in diameter or greater, winds of 58 miles per hour or greater, or a tornado. Mild damage was reported. On February 21, 2013 at 3:19 a.m. a winter weather advisory was issued for Shelby County producing sleet and freezing rain. Travelers were warned of possible hazardous road conditions ahead of the weather event.

Teens Prepare!



Photo Caption: Teens from the Memphis Academy of Health Sciences graduate from the Shelby County CERT program. Back row, far left, Carol Russell, Program Director, and far right, Eugene Jones, CERT Program Coordinator

On February 13 and 23, 2013, teens from the Memphis Academy of Health Sciences learned preparedness skills as students in the Shelby County Community Emergency Response Team (CERT) training. Led by Eugene Jones, CERT Coordinator and Preparedness Officer, the 2-day training taught the teens what to do before, during and after a disaster. Wearing their green personal protective equipment of hardhat, goggles, gloves, vest and mask, they learned how to rescue a victim under rubble, how to put out a small fire with an ABC fire extinguisher, how to make a disaster kit for home and school, and how to protect themselves from terrorism and hazardous materials.

Carol Russell, Director of the Memphis Academy of Health Sciences Transitional Program, is responsible for inviting the teens to the CERT class. She said, "I took CERT years ago. And for fourteen years I have been bringing others to CERT. Great educational opportunities present themselves to us every day! CERT is such a unique opportunity to learn something that is not just beneficial to yourself, but to mankind. The sooner we can start teaching our children how to survive, the better. They need to be ready for any eventuality and have cool heads during a crisis situation."

Shelby County Citizen Corps



The mission of Citizen Corps is to harness the power of every individual through education, training, and volunteer service to make communities safer, stronger, and better prepared to respond to the threats of terrorism, crime, public health issues, and disasters of all kinds

The Shelby County Citizen Corps Council is under the leadership of Kimberlyn Boulter, Chairperson and Office of Preparedness Planning Officer. Members include safety professionals and volunteer representatives from each municipality leading programs such as Volunteers in Police Services (VIPS), USAonWatch (Neighborhood Watch), Medical Reserve Corps (MRC), and the Community Emergency Response Team (CERT). The council meets monthly to guide the volunteer and disaster preparedness training programs throughout Shelby County.



Photo Caption: Gathering for the February Citizen Corps meeting is: Eugene Jones, front left, Jennifer Russell, Greg Clifford, Lee Race, Claude Talford, Shelby Slater, Terry Wiggins, Laura Jenkins, Terry Donald, and Kimberlyn Boulter.

Preparedness Training Opportunities:

SKYWARN: The Amateur Radio Emergency Service is sponsoring free National Weather Service Skywarn Storm Spotter training March 26, 2013, 6:30 p.m. – 8:30 p.m., 6865 Poplar Pike. Contact Joe Loenthal at 901.628.4318 or email wa40v0@gmail.com.

Amateur “Ham” Radio Training for Technician License, February 11, 18, March 4, 11, 18, 6:15 p.m. – 9:30 p.m., 6865 Poplar Pike. The exam is \$15. The class is free. The manual \$30. Pre-registration is required. Contact Joe Loenthal wa4ovo@gmail.com or call 901.628.4318.

Community Emergency Response Team (CERT)



Photo Caption: Shelby County Office of Preparedness CERT Coordinator Eugene Jones, standing third from left, instructs students how to safely turn off electricity.

Germantown CERT: Fire Station #4, 3031 Forrest Hill Irene, Germantown, TN, Contact: srhea@germantown-tn.gov or call 901.757.7203. Friday at 7:00 p.m. – 9:30 p.m., next 2 Saturdays, 8:30 a.m. – 4:30 p.m. May 10, 11, 18 and September 28, 29, October 5

Shelby County Office of Preparedness CERT: 1075 Mullins Station Road, Memphis, TN 38134, Contact citizencorps@shelbycountyttn.gov, or call Eugene Jones at 901.515.2525.

Bartlett CERT: 5868 Stage Road, Bartlett Station Municipal Center, Community Room A, Bartlett, TN 38135, Email bartlettcert@cityofbartlett.org or ljenkins@cityofbartlett.org or call 901.385.5536. Adult CERT: April 20 and 27, 2013, 8:00 a.m. – 4:00 p.m.

and Teen CERT: June 10 – 14, 2013, 8:30 a.m. – 12: 30 p.m.

Collierville CERT: 1251 Peterson Lake, Collierville, TN Contact: Scott Sumner by email: ssumner@ci.collierville.tn.us or call 901.457.2400. Friday, 6:00 p.m. – 10:00 p.m., Saturday and Sunday, 8:00 a.m. – 5:00 p.m. March 1 – 3, 2013 and May 31, June 1 - 2, 2013

Lakeland CERT: 4523 Canada Road, Lakeland, TN. Contact Claude Talford at 901.867.2717 or email: ctalford@lakelandtn.org. March 16 – 23, 2013, 08:00 – 4:30 p.m. and March 7 - April 25, Thursdays, 6:00 p.m. – 8:00 p.m., eight 2-hour sessions.

CERTPlus: Citizens For CERT. New CERT program incorporated in Tennessee as a non-profit organization offering CERT training by all volunteer, certified instructors. Contact Lee Race at 901.692.3889.

For more information about preparedness training, please call 901.515.2525 or email: Citizencorps@shelbycountyttn.gov.

Just Do 1 Thing!

Do you ever feel like it is just too much trouble or too expensive to “get prepared?” Don’t know where to start? Now there is a web site to help you take that first step, and every step along the way. “**Do1Thing**” is a web site campaign sponsored by a non-profit organization of the same name. When you register your email address, they will send you one email a month with “1 thing to do” to get prepared – such as purchase bottled water. By doing just “1 thing a month,” you systematically get ready for any emergency and the cost is easier to bear. Their mission is to “move individuals, families, businesses and communities to prepare for all hazards and become disaster resilient.” They believe that when individuals get ready, it frees up our first responders to help those who cannot help themselves. Other helpful hints about how to prepare can be found on this web site, along with accessibility resources, such as audio files and alternate language files. Do1Thing is on Facebook, Twitter and Blogspot. Visit: www.do1thing.com to learn more.

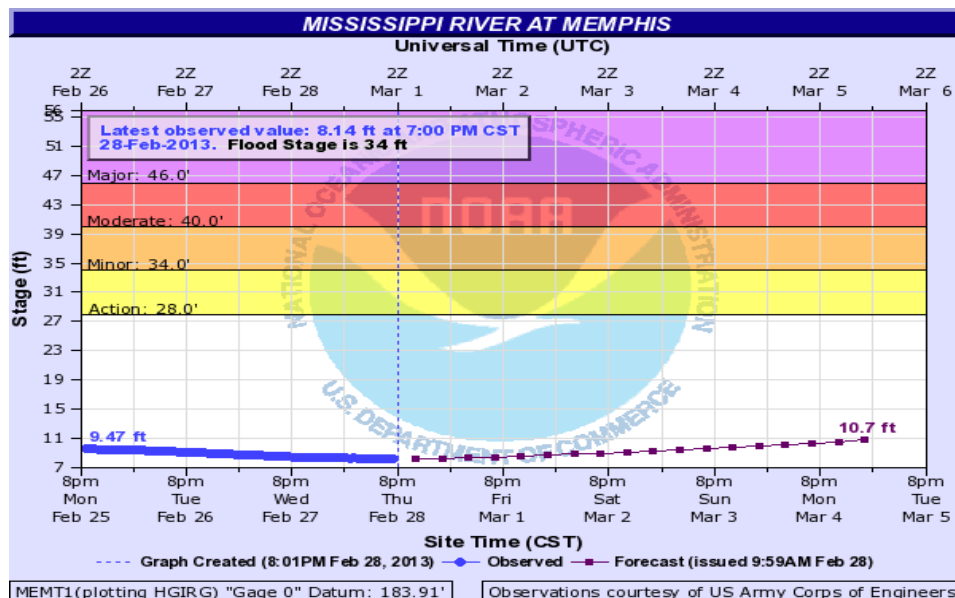
Mississippi River at Memphis



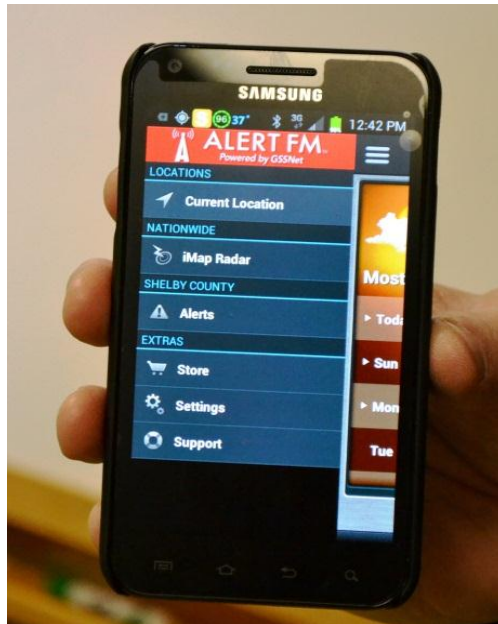
Photo Caption: The Mississippi River at Memphis, Mud Island, downtown Memphis.

According to the Associated Press, the U.S. Army Corps of Engineers reported that the 2011 Mississippi River “flood of the century” cost approximately \$2.8 billion in damages. The historic event tested the levee systems, reservoirs and floodways like no other flooding event before it.

According to the National Weather Service in Memphis - Advanced Hydraulic Prediction Service, as of 12:00 p.m. February 28, 2013, the Mississippi River at Memphis measures 10.7 feet. Flood stage is 34 feet. For more information, please visit: www.nws.org.



ALERT FM Mobile App



When disaster strikes, television, radio and internet will compete to deliver information to the public. Time will be crucial in order to save lives. How do you know where to get your information?

Citizens can now get “real time” notifications directly from the Shelby County Office of Preparedness with ALERT FM. This personal messaging system can communicate urgent messages to individuals, groups or mass populations by way of existing FM radio towers via satellites. Messages can be received through a wall mounted unit, a small battery operated desk unit, a USB drive or on computers. Common messages include weather warnings, school closings, homeland security notices, and evacuation instructions.

Michael Brazzell, Preparedness Officer from the Shelby County Office of Preparedness, has announced an ALERT FM mobile app for androids available at the Google Store. One county can be programmed to receive alerts for free. An app for iPhones is coming soon.

ALERT FM receivers can be purchased locally at Colonial Hardware, 6140 Macon, Memphis, TN or on line at www.alertfm.com.

Quake Quiz!



***Do you know what to do when an earthquake strikes?
Take the quiz and find out.***

1. In the event of an earthquake while driving, you should:

- ☐ A. Stop your car, get out and run far, far away.
- ☐ B. Honk your horn and try to pass the car in front of you.
- ☐ C. Pull over to the side of the road, away from underpasses and electrical power lines. Keep your seatbelt on until the shaking stops.

2. You are at home asleep in bed when the earthquakes strikes. What should you do?

- ☐ A. Get up, put on your robe and slippers and hide in the doorway.
- ☐ B. Roll off the bed and try to crawl get under the bed.
- ☐ C. Stay in the bed; protect your head with pillows until the shaking stops.

3. You are meeting friends at Beale Street for dinner, when the earth starts to shake. You should...

- ☐ A. Hold on to your food and drink so it doesn't spill.
- ☐ B. Get up and run for the exit leaving your friends behind.
- ☐ C. Duck, Cover and Hold! Get under the table, and hold on until the shaking stops.

4. You are in the Orpheum Theatre and "Memphis, the Musical" is about to start. Suddenly, the building starts to shake. You should...

- ☐ A. Scream at the top of your lungs..."HELP!"
- ☐ B. Jump over the seats and get out fast.
- ☐ C. Stay in your seat, crouch down if possible between the seats backs, and protect your head with your arms and hands.

Answers: C, C, C, C

Shelby County Office of Preparedness Resources

Shelby County Office of Preparedness: 901.515.2525,
www.staysafeshelby.us

Shelby County Citizen Corp: citizencorps@shelbycountyttn.gov

Shelby County, TN: www.shelbycountyttn.gov

Ready Shelby: www.readyshelby.us

Shelby Cares: 901.515.2525 or email Terry.Donald@shelbycountyttn.gov

Shelby County Office of Preparedness Storm Shelter Registry: [email
kimberlyn.bouler@shelbycountyttn.gov](mailto:kimberlyn.bouler@shelbycountyttn.gov)

ALERT FM: www.alertfm.com

AccuWeather: www.accuweather.com

American Heart Association : www.heart.org

American Radio Relay League: www.arrl.org

Center for Disease Control: www.cdc.gov

Center for Earthquake Research and Information (CERI)
www.ceri.memphis.edu

Citizen Corps: www.citizencorps.org

Department of Homeland Security: www.dhs.gov

Do1thing: www.do1thing.com

Emergency 2.0 Wiki Accessibility Toolkit: : www.emergency202wiki.org

Emergency Preparedness: Disability: [www.disability.gov/emergency-
preparedness](http://www.disability.gov/emergency-preparedness)

Federal Drug Administration: www.fda.gov

Federal Emergency Management Agency: www.fema.org

FEMA Text Messages: text PREPARE 43362 (4FEMA)

Google Maps: www.googlemaps.com

Humane Society Of Memphis and Shelby County:
www.memphishumane.org

International Association of Emergency Planners: www.iaem.com

Lightning Safety: www.lightningsafety.noaa.gov

MapQuest: www.mapquest.com

Memphis Light Gas and Water: www.mlgw.com, 901.544.6549, Outages:
901.544.6500

National Flood Insurance Program: www.floodsmart.gov

National Fire Protection Assoc. www.nfpa.org

National Hurricane Center: www.nhc.noaa.gov

National Safety Council: www.nsc.org

Next of Kin Registry: www.nokr.org

NOAA National Weather Service: www.weather.gov

NOAA Hurricane: www.hurricanes.noaa.gov

Occupational Safety and Hazards Administration: www.osha.gov

Ready TN: www.tn.gov/homelandsecurity/getready.shtml

Ready America: www.ready.gov

Ready Gov: www.ready.gov/business

Ready Gov: www.ready.gov/kids

ROAD CONDITIONS:

- Tennessee: 1.877.244.0065
- Mississippi: 1.888.728.4218
- Arkansas: 1.800.245.1672

Salvation Army: www.salvationarmyusa.org

Severe Weather: www.ready.gov/severe-weather

Storm Ready Program: www.stormready.noaa.gov

Tennessee: www.tennessee.gov

United States Geological Society: www.usgs.gov

Weather Bug: www.weatherbug.com

Weather Channel: www.weather.com

Wunderground: www.wunderground.com

Emergency: call 911

Shelby County Office of Preparedness

HLS/EMA

Bob Nations, Jr., Director

901.515.2525

www.staysafeshelby.us

- **Know Your Risks**
- **Get a Kit**
- **Make a Plan**
- **Stay Informed**
- **Be a Buddy**